

**WCCO-TV QUARTERLY ISSUES/PROGRAMS REPORT  
PERIOD JANUARY 1 THROUGH MARCH 31, 2011**

**ATTACHED ARE LISTINGS OF BROADCASTS OR BROADCAST SEGMENTS WHICH, IN THE STATION'S JUDGEMENT, REFLECT THE STATION'S MOST SIGNIFICANT TREATMENT OF ASCERTAINED COMMUNITY ISSUES DURING THE PERIOD JANUARY 1, 2011 THROUGH MARCH 31, 2011**

**PROGRAM INDEX:** *"WCCO 4 News"* is a regularly scheduled half-hour newscast at 5:00, 6:00 and 10:00 p.m. Duration of stories listed in the report range from 1 to 12 minutes.

**"60 MINUTES"** is a regularly scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

**"48 HOURS INVESTIGATES"** is a regularly scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

**CONSUMER: AG Swanson Lawsuit, Wild Fake Tix, Gas Prices Klobuchar**

**January 7, 2011, *WCCO 4 News* – "AG Swanson Lawsuit"** - The State of Minnesota is suing a Pennsylvania phone company. Attorney General, Lori Swanson, is accusing them of "cramming" consumers. Cramming is when a company puts unauthorized charges on your phone bill without your knowledge or consent. The company is Cheap 2 Dial. Swanson says they've tacked on unauthorized long distance fees ranging from \$14 to \$17 a month on the monthly bills of their customers. **February 15, 2011, *WCCO 4 News*, "Wild Fake Tix"** – The Minnesota Wild are warning fans to avoid buying tickets from people who aren't authorized to sell them. About 50 fake tickets have been purchased over the past month. Many fans said they bought "e-tickets" that came in the form of emails with bar codes. When they showed up at the Xcel Center, they were told the tickets were not good. St. Paul police say some of the fake tickets were purchased on Craigslist. For now, the Wild say the only guaranteed places to buy tickets are at the box office, on the team's website or through Ticketmaster. **March 14, 2011, *WCCO 4 News*, "Gas Prices Klobuchar"** – Minnesota's Senator Amy Klobuchar is working to get gas prices down. She's calling out Wall Street traders and hedge fund managers who she says have created a frenzy of price speculation. She says it's estimated between 60 and 70 percent of participants in the energy market are speculators. She is asking the Commodity Futures Trading Commission to rein them in. Klobuchar serves on the Senate Agricultural Committee, which oversees that group. She says every penny per gallon increase in gas prices equals an extra \$1 billion in annual costs for American

Consumers. Experts say gas prices will continue to get higher because the peak summer driving season is still months away.

### **CRIME AND PUBLIC SAFETY: Counterfeit Bills, Bank Fraud, Mayor Guns**

**January 6, 2011, WCCO 4 News, “Counterfeit Bills”** – Three people are charged with passing counterfeit money in at least seven Minnesota cities. They’re accused of turning five-dollar bills into hundred-dollar bills and spending the fake cash. They’re accused of buying small items at stores and pocketing the change. Investigators say the group would wash off five dollar bills and copy a one hundred dollar image onto the cleaned paper. This made it difficult for those special ink pens used to detect fake bills at store registers. The group was busted when police say they passed fake bills at a Wal-Mart in St. Paul. Police used surveillance video to track them down. **March 10, 2011, WCCO 4 News, “Bank Fraud”** - An indictment unsealed in St. Paul charges 12 people in an identity fraud scheme. The indictment says the 12 people were bank employees. They bought and sold identification information and used it to open fraudulent bank and credit card accounts. They even applied for loans. The people involved are from Minnesota, California and New York. Some of the banks victimized included Wells Fargo, Bank of America and U.S. Bank. **March 11, 2011, WCCO 4 News, “Mayor Guns”** – The mayors and police chiefs of Minneapolis and St. Paul, along with the police chief of Duluth, spoke out today about a fix they want for the gun background check system. They’re asking Congress to close loopholes that allow people with violent backgrounds or with significant mental illness to own guns. They say Tucson shooter, Jared Loughner, was an admitted habitual drug user who should have been prohibited from buying guns. His records were not in the national gun check database.

### **GOVERNMENT: Bachmann Health Care, Hannah’s Law, GOP House Budget, Minnesota Taxes**

**January 24, 2011, WCCO 4 News, “Bachmann Health Care”** – Republican Congresswoman Michele Bachmann and Democratic Governor Mark Dayton are in a feud. It has to do with Medicaid. Bachmann is asking Governor Dayton to rescind his order expanding Medicaid. She objected to what she calls “Obamacare”, claiming it will put more people on welfare with no guarantee the federal government will pay its share. What Dayton actually signed was an order moving 95,000 poor Minnesotans off several state programs, and into federal Medicaid programs. The state kicks in \$385 million and gets back \$1.2 Billion. He says he has no intention of rescinding his order and says the money will pay the bills for struggling hospitals and health care providers. He politely, but directly, suggested Bachmann take her presidential campaign elsewhere. **March 3, 2011, WCCO 4 News, “Hannah’s Law”** – A new bill, sparked by a WCCO-TV I-Team investigation into a little girl’s death, is closer to becoming law. The Minnesota House of Representatives passed “Hannah’s Law”, which would require every worker at day care centers in the state to be trained in CPR. Hannah’s Law is named after Hannah Kozitza. She died last summer after choking on a grape at a daycare in North Mankato where no one was trained in CPR. The bill now moves on to the Senate, where it is also expected

to pass. **March 10, 2011, *WCCO 4 News*, “GOP House Budget”** – The Minnesota House Republicans want to balance the budget. They suggest cutting social services programs for seniors, the disabled and the poor. They also want to cut money for higher education and cities. They are proposing a tax cut for low and middle class families and businesses. Democrats say the spending cuts will result in statewide property tax hikes and fewer local government services. **March 17, 2011, *WCCO 4 News*, “Minnesota Taxes: -** A new state-backed study takes a look at who is paying more for taxes: the wealthy or lower income Minnesotans. It turns out those who make less are paying more. The study found that 90 percent of the state’s workers paid just over 12 percent of their income to state and local taxes in 2008. The wealthiest earners paid an average of 10.3 percent. People who make more than \$130,000 are included in that tax bracket. The study also found the gap between top earners and the rest of the population has widened. The study comes as Republicans prepare to make steep cuts to local government and as Governor Mark Dayton is pushing to raise taxes on the state’s top earners.

#### **HEALTH: Diet Soda Heart Attack, Mediterranean Diet, Colon Cancer**

**February 10, 2011, *WCCO 4 News*, “Diet Soda Heart Attack”** – Drinking diet soda may be good for your waistline, but hazardous to your health. A new study shows that people who drink diet soda every day have a nearly fifty percent higher risk of heart attack and stroke. Researchers don’t have a clear explanation as to why, but they say a lot of people who drink diet soda don’t exercise and usually weigh more. **March 8, 2011, *WCCO 4 News*, “Mediterranean Diet”** – Doctors say the Mediterranean diet is one of the healthiest diets in the world. Greek researchers looked at data from 50 different studies on the Mediterranean diet and found that not only did it help people lose weight, it also had a positive effect on their good cholesterol triglyceride levels, blood pressure and sugar metabolism. The Mediterranean diet usually includes monounsaturated fatty acids, primarily from olives, fruits, vegetables, whole grain cereals, low-fat dairy products, fish and poultry. **March 29, 2011, *WCCO 4 News*, “Colon Cancer”** – Colon cancer is the 3<sup>rd</sup> leading cancer killer. Newer innovations, like the virtual colonoscopy are being used more often in the United States. A new study finds 17% of U.S. hospitals now offer the CT scanning version of screening for colon cancer, which is a 33% increase since 2005. Dr. Ed Greeno, Medical Director at the Masonic Cancer Clinic at the University of Minnesota believes the CT scan is a useful alternative to traditional colonoscopy. The scan allows doctors to use a computer to reconstruct what the inside of the colon looks like, and look at it basically as an X-Ray. Dr. Greeno says patients still need to go through the cleansing preparation, and if doctors spot pre-cancerous polyps, they would still need the standard colonoscopy.

#### **DIVERSITY: Eden Prairie Lawsuit, Anoka Hennepin Meeting, Convention Center Lawsuit, GQ, Job Disparity**

**January 26, 2011, *WCCO 4 News*, “Eden Prairie Lawsuit”** - A battle between parents and a suburban school district just got kicked up a notch. Parents in Eden Prairie say they’re hiring a lawyer to help them in their fight with the school board over boundary

changes. In December, the board voted to change the district map and move 1100 children to new schools next fall. The decision was largely done to desegregate the increasingly diverse school district. Parents have hired John Munich, a Missouri attorney who argued a landmark 1995 Supreme Court case that nearly dismantled a metro-wide desegregation plan in Kansas City. **February 28, 2011, WCCO 4 News, “Anoka Hennepin Meeting”** – Parents and students packed the Anoka Hennepin School Board meeting to express their concerns about harassment of LGBT students. That’s where the Anoka Hennepin Gay Equity Team held a rally to support LGBT students in the school district and demanded the school board address an anti-LGBT climate in the school district. About 100 people protested the district’s refusal to create a safe learning environment for all students. The school board wouldn’t comment, but did distribute a three page letter outlining the steps the district has taken to address the issues of harassment and bullying. **March 14, 2011, WCCO 4 News, “Convention Center Lawsuit”** – The Minneapolis Convention Center is defending itself after a handful of former employees claim management was biased. The federal lawsuit claims there is a longstanding pattern of racial and age bias in hiring, promotion and work assignments. Six maintenance employees are seeking more than \$1 million in damages. The suit specifically names 10 Convention Center supervisors and claims they created a hostile work environment. The City of Minneapolis, which owns the center, says “The Convention Center does not tolerate discrimination. We have full confidence in the management of the Convention Center and the City will vigorously defend against the suit”. **March 23, 2011, WCCO 4 News, “GQ, Job Disparity”** – In the Twin Cities, we’re used to being on the top of lists about quality of life, online connectivity and physical fitness. However, in a new report from the Economic Policy Institute, the unemployment rate for whites in the Twin Cities metro area is 6.6 percent, but for blacks it is 20.4 percent, a gap of 13.8 percent. The Twin Cities ranks worse than Memphis, Atlanta and Houston. Isolating why this problem exists is a challenge because the issues are intertwined. Scott Gray, CEO of the Minneapolis Urban League, where job training is a prime focus, believes we are a highly skilled, educated community. Jobs are positioned around that and you have to have the credentials to get those jobs. He believes the primary problem is the education gap. Eighty-one percent of white students graduate from high school, compared with 43 percent of black students. According to the Children’s Defense Fund, 86 percent of African-American Fourth graders are not reading at grade level. The relatively small size of the Twin Cities’ black community, coupled with a lack of blacks in key hiring positions is also a big issue, especially when it comes to getting entry level jobs. All of the people WCCO-TV spoke with talked about the issue of racism, but they don’t blame the problem on prejudice. Rather, a combination of a lack of education, a lack of dedication and the challenges in hiring.

#### **ENVIRONMENT: Nuclear Ban, Polluting Cities, Invasive Species**

**January 11, 2011, WCCO 4 News, “Nuclear Ban”** – A proposal to allow new nuclear power plants in Minnesota has cleared a first hurdle in the legislature. The House Environment, Energy and Natural Resources Committee approved the bill today. Minnesota has had a moratorium on new nuclear power plants since 1994. The sponsor of the bill says utilities need to be able to consider nuclear energy as they plan for future

demand. **January 27, 2011, WCCO 4 News, “Polluting Cities”** - With all the green spaces, lakes and bike paths, Minneapolis is considered a pretty earth-friendly place. However a new study finds it is one of the most polluting cities in the world. The International Institute for Environment and Development looked at more than 100 cities in 33 countries. It found most have low emissions of carbon dioxide. However, among the highest emitters were Denver, Sydney, Washington DC and Minneapolis. The group says we emit 17 tons of carbon dioxide per person per year. **March 16, 2011, WCCO 4 News, “Invasive Species”** - Governor Dayton and the Minnesota DNR unveiled a plan to battle invasive species in Minnesota’s lakes and rivers. The bill would take several approaches to keeping creatures like zebra mussels and water milfoil out of lakes. The DNR would provide more thorough inspections and enforce the cleaning of boats at launching spots. It would also increase penalties for people who violate the rules and would require training and permits for lake service providers.

#### **WOMEN: Women in Govt., Equal Pay Law, Coffee Stroke**

**January 31, 2011, WCCO 4 News, “Women in Govt.”** – After a major climb in the 90’s, the number of women in office around Minnesota has leveled off. A recent study found that out of 854 mayors in the state, only fifteen percent are women. The study also showed that women are not well represented on city councils. Less than a third of the council members in the state are females. A political science professor at the College of St. Benedict says women still have less confidence than men do about running for office. **February 9, 2011, WCCO 4 News, “Equal Pay Law”** – There’s a battle at the state capitol over whether men and women should be paid the same, no matter what. Republicans are trying to repeal the Equal Pay Law for government workers. The bill requires that female government workers always get paid the same as men in a similar job. Democrats call the push to repeal the bill an outrage. New research shows that women in Minnesota, in general, earn 77 cents for every dollar a man makes. **March 10, 2011, WCCO 4 News, “Coffee Stroke”** – A Mayo Clinic cardiologist says women coffee drinkers should rejoice. A study in Sweden found that women who drank at least one cup of coffee every day had a 22 to 25 percent lower risk of stroke. Mayo Doctor, Sharonne Hayes says “if you are drinking coffee now, you may be doing some good and you’re likely not doing harm”. Doctors don’t know why coffee may cut the risk of stroke. They say it could be reducing inflammation and improving insulin sensitivity, or it could be the antioxidants in coffee.

#### **YOUTH AND FAMILIES: Kids Unhealthy Food, Stillwater Hockey Attack, Spotlight Chanhassen, Bullying Conference, Mass Overdose**

**January 31, 2011, WCCO 4 News, “Kids Unhealthy Food”** – New Research shows that most preschool children develop their cravings for salt, sugar and fat at home. Those kids quickly learn which types of brand name fast foods and drinks meet those preferences. One experiment had kids look at 36 randomly sorted product cards. Twelve of them related to fast-food chains, six related to cola companies and another six with unrelated products. Researchers found the children recognized most of the name brands. They say repeated exposure to salty, fatty and sugary foods builds taste preferences.

**February 9, 2011, WCCO 4 News, “Stillwater Hockey Attack”** - Some players on the Stillwater High School Girls Hockey Team are in trouble for a Facebook post targeting an opposing team. According to the school district, it happened before a game against White Bear Lake. Some players posted a photo of a teddy bear in a noose on Facebook with the caption “another successful bear hunt”. The players involved were suspended. A spokesperson for the Stillwater School District calls it an unfortunate incident and the post was in poor taste. They will now be discussing how Facebook is used by high school athletes.

**February 11, 2011, WCCO 4 News, “Spotlight Chanhassen”**- There’s nothing flashy about Chanhassen’s International Club. The 50 students involved in it admit they fly under the radar, however, when you give back as much as these students do, it’s hard to stay out of the spotlight. The group packed 360,000 meals for kids and families in Haiti, took part in a kindness retreat and participated in anti-bullying activities with 5<sup>th</sup> graders. The group was recently honored and given a monetary gift from a local law firm. They say they’ll use the money to pay for a human rights activist to come and speak in the community.

**March 7, 2011, WCCO 4 News, “Bullying Conference”** - Bullying is a growing problem in schools, which is why educators from around Minnesota are trying to stop it before it starts. The topic is so hot, a summit in Minneapolis, sponsored by the Minnesota Elementary School Principals Association was a sellout. Teachers, principals and counselors from across the state came to learn more. They heard about dealing with victims as well as bullies. One grade school principal brought along a team of teachers. The Minnesota Department of Education has resources available to kids and parents who want to know more about bullying.

**March 17, 2011, WCCO 4 News, “Mass Overdose”** - One teenager died and ten others were rushed to the hospital after they all overdosed on a drug called 2-C-E, a designer hallucinogen, more commonly known as “Europa”. The drug has no approved medical use, but it was legally ordered over the Internet for a spring break party. Some of the partygoers snorted the drug and others dissolved it into liquid and drank it before hallucinating. The people at the party ranged in age from 16 to 21 years of age. Investigators say this is a reminder for parents that even legal drugs can still be dangerous.